

Norfolk Cares IMPACT Call Center

WINNING AWARDS AND TAKING NAMES (TO ASSIST RESIDENTS!)

The Public Technology Institute (PTI) Awarded Norfolk's IMPACT Call Center

DESIGNATED

**Citizen-Engaged
Community**

2014-2016



Citizen-Engaged Communities

PTI Award given to cities and counties in U.S. to recognize:

- Excellence in multi-channel contact centers.
- Best practices in use of citizen relationship/records management (CRM) systems.

Norfolk's IMPACT Call Center

Employs 13 Citizen Service Advisors who...

Answer over 130,000 calls annually and...

Respond to inquiries via web and mobile reporting.



Data collected informs our decisions

All inquiries are tracked with the Customer Relationship Management (CRM) system.

Note: Norfolk developed a CRM in-house, with input from staff and residents, resulting in a \$500,000 savings over purchased CRM.

Use of a CRM allows staff to:

- Manage and track customer service inquiries.
- Analyze data from inquiries to share with city staff as a critical tool to improve services and better address community concerns.

Norfolk Cares IMPACT Call Center

An Award Winning Citizen Service.

Please continue to encourage residents to call or click for assistance:

➤ 664-6510

➤ www.Norfolk.gov (click the Care Center Tab)